

**PROJECT REPORT ON**  
**“THE IMPACT OF E-WOM ON CONSUMER PURCHASE DECISION: A**  
**STUDY OF ONLINE REVIEW AND RATINGS.”**

**Submitted by**

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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfillment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

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**ALVA'S INSTITUTE OF ENGINEERING TECHNOLOGY**

**MIJAR, MOODBIDRI,**

**MAY 2023**



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

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Date: 01-09-2023

## CERTIFICATE

This is to certify that **SHWETHA** bearing **USN 4AL21BA083** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"THE IMPACT OF E-WOM ON CONSUMER PURCHASE DECISIONS: A STUDY OF ONLINE REVIEWS AND RATINGS"** is prepared by her under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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### **DECLARATION**

I, **SHWETHA**, hereby declare that the Project report entitled "**The Impact of E-WOM on Consumer Purchase Decision: A Study of Online Review and Ratings.**" Prepared by me under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place: Mijar**

**Date:04/09/2023**

  
**Signature of the Student**

## **ACKNOWLEDGEMENT**

I wish to convey my gratitude to my internal guide Mr. Neeraj Rai, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions to complete this study successfully.

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## **EXECUTIVE SUMMARYs**

The Project work on The Impact of E-WOM on Consumer Purchase Decision: A Study of Online Review and Ratings. This study focuses on how people's decisions to buy things are influenced by what they hear or read online. When we want to buy something, we often look for reviews and ratings from other people who have already bought and used that product. This is called "electronic word of mouth," and it happens on the internet, like when we read comments or reviews on websites or social media.

This study looks at how these online reviews and ratings impact what we decide to buy. Researchers want to understand if positive reviews make us more likely to buy something and if negative reviews make us change our minds. They're interested in finding out how these online opinions affect our shopping choices. The goal is to learn more about how the internet and what people say online can affect the things we buy.

This study investigates the impact of how E-WOM influences people's choices when they decide to buy something. The research focused on online reviews and ratings. The findings showed that E-WOM has a significant impact on consumers' purchasing decisions. Positive reviews and high ratings tend to make people more likely to buy a product, while negative reviews and low ratings can discourage them. This highlights the importance of online reviews and ratings in shaping consumer choices in the digital age.